

The Sky is
Your Limit!

Mt
Kosciuszko
run Australia 2010

Sponsorship Proposal



Kosciuszko Run 2010
Friday, 19 March 2010



<http://www.kosciuszkorun.com.au>

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Our Background

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Our Background

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Kosciuszko Run 2010 is held to honour the memory of the great explorer Sir Paul Edmund Strzelecki and to recognise his enormous contribution to Australia's mainland and history.

As Sir Paul Edmund Strzelecki's great achievements were only possible due to his great personal passion and commitment, our run is being held to encourage the people and youth of today to follow in his image and to live life to the full.

As an affiliate of KozzieFest2010 – a large public festival being held in Jindabyne at the same time – Strzelecki Heritage Inc. aims to increase public awareness of Sir Paul's achievements of being constantly active and providing a challenge for those who dare.

We encourage the youth of today to constantly exceed the limits of their potential and stay healthy and active.

Kosciuszko Run 2010 is a perfect event and place to start.

"The sky is your limit" is our motto.

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Our Purpose



Mission Statement

To provide a run each year which promotes awareness of the history of Mount Kosciuszko and Sir Paul Edmund Strzelecki while empowering young people and the young at heart to reach their goals and to achieve their personal best.

Our Purpose

- To provide a challenge and opportunity for local and international runners.
- To empower young people and the young at heart to pursue a healthy and active lifestyle.
- To promote Australian high country with its uniqueness, freshness and purity.
- To pursue environmental awareness by appreciation.
- To expose the historical implications and heritage of Mount Kosciuszko
- To promote passion in life – to achieve your dreams
- To instil a belief that only YOU can make a difference.

Organisational Goals

Short-term:

- Hold the inaugural run
- Gain partners for the event
- Affiliate ourselves with the Australian Mountain Running Association
- Promote the run as a selection race for the 2010 Australian mountain running team
- Establish a supporter base and email list and to open channels of communication
- Develop strong relationships with the media

Medium to Long-term:

- Build on the 2010 run and to significantly increase the number of runners
- Increase awareness of the Kosciuszko Run event amongst runners
- Increase awareness of the Kosciuszko Run event amongst the general public
- Gain VIP support to further promote our event
- Invite internationally renowned runners to participate and increase the level of performance of our entrants



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Audience

- We will encourage members of all backgrounds to participate in the event
- We will be developing a mailing list to keep the public notified of developments
- We will grow our website traffic and provide increasing opportunities for sponsors
- We will invite VIPs and high profile personalities to participate in the event
- There will be media coverage, both in Australia and in several countries overseas through newspaper, and ethnic television channels
- Our website address is www.kosciuszkorun.com.au
- Our guests for 2010 will be multi Olympic gold-medallist Robert Korzeniowski and international marathon runner Tony Niemczak from US.



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Sponsorship Options

Activity	Platinum Partner	Gold Partner	Silver Partner	Bronze Partner	Affiliate
Event Naming Rights	✓	✗	✗	✗	✗
Direct links to own website from Kosciuszko Run website	✓	✓	✓	✓	✓
Logo display on official running bibs	✓	✓	✗	✗	✗
Logo displayed on all Kosciuszko Run official t-shirts	✓	✓	✓	✗	✗
Prominent logo recognition on Kosciuszko Run website	✓	✓	✓	✓	✗
Name recognition on Kosciuszko Run website	✓	✓	✓	✓	✓
At start line logo placement	✓	✓	✓	✗	✗
At finish line logo placement	✓	✓	✓	✓	✓
Prominent logo displayed on Kosciuszko Run flags / banners	✓	✓	✓	✓	✗
Name recognition on Kosciuszko Run flags/banners	✓	✓	✓	✓	✓
Logo displayed on Kosciuszko Run volunteer uniforms	✓	✓	✓	✓	✗
Name displayed on Kosciuszko Run volunteer uniforms	✓	✓	✓	✓	✓
Logo displayed on Kosciuszko Run competitors t-shirts	✓	✓	✓	✗	✗
Name displayed on Kosciuszko Run competitors t-shirts	✓	✓	✓	✓	✗
Advertising/logo placement	✓	✓	✓	✓	✓
Marketing material logo placement	✓	✓	✓	✓	✓
Publicity	✓	✓	✓	✓	✓
Mention as Event Supporter in marketing and advertising placement	✓	✓	✓	✓	✓
Onsite event signage / branding opportunities	✓	✓	✓	✓	✓
KOSCIUSZKO RUN SPONSORSHIP INVESTMENT	\$5,000	\$3,000	\$2,000	\$1,000	\$500

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Sponsorship Options

Non-financial Sponsorship

We are also looking for partners to assist in the supply of drinks and nutritional products for the event

If you are interested in helping us non-financially or to supply products for the entrant pack to be given to each runner at the end of the run, please contact us to distribute.
US.

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Contact Us

To discuss your sponsorship further, or how you can help out in any other way, please contact:

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